THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) Yes, Sir. on Doordarshan only. The commercial revenue of Doordarshan has been rising over the years.

(b) and (c) Interactionldialogue with representatives of the advertising agency| industry as well as individual agencies is an on-going process designed inter-alia to promote Doordarshan as the most cost-effective advertising media.

(d) Request I suggestions for effecting changes in the existing guidlines covering advertising on Doordarshan and their examination by it is an on-going process.

BIFURCATION OF ALL INDIA RADIO AND DOORDARSHAN

2644. SHRI KRISHNA KUMAR BIRLA :

SHRI IQBAL SINGH :

SHRI P. UPENDRA : Will the Minister of INFORMATION AND BROADOASTING be pleased to state :

(a) Whether the high powered com-. mittee appointed by Government for review and rationalisation of its numerous media cadres has recommended vertical bifurcation of Doordarshan and All India Radio;

(b) if so, the details of the recommendat'ons made by the committee;

(c) whether Government have since examined the recommendations of the committee; and

(d) if so, the reaction of the Govern ment on the implementation of the re commendations ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) Yes Sir.

(b) The salient features of the recommendations made by the committee relate services and cadres of the Ministry of E&B, 1 e-organisation of its Media Units, tra ning of the personnel and delegation of administrative and financial powers.

(c) and (d) The recommendations of he committee are at present being exa-iTiined by the Govenunent.

METRO CHANNEL AT BHUBANESHWAR TV CENTRE

2645. SHRI PRAVAT KUMAR SAMANTARAY : Will the Minister of (NFORMATION AND BROADCASTING be pleased to state :

(a) Whether there is any proposal under Government's consideration to have a metro channel at Bhubaneswar TV Centre; and

(b) if so, by when this proposal is going to be given effect to ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) and (b) Yes, Sir. As per present indications, the transmitter is expected to be commiss'oned into service during 1994-95.

VLPTILPT CENTRE AT PARADIP PORT, ORISSA

2646. SHRI PRAVAT KUMAR SAMANTARAY : Will the Minister of INFORMATION AND PROADCASTING be pleased to state :

(a) whether Government have sanctioned VLPT|LPT centre at Paradip Port of Orissa; and

(b) if so, by when it is likely to start functioning ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) and (b) Yes, Sir. A scheme to set up a Low Power TV Transmitter at Paradip Port in Orissa has been approved under Annual Plan 1993-94. The transmitter is expected to be com-missoned into service during 1995-96.